THE ORIGINAL

Moonbeams

BY COLONEL LITTLE
The Smallest Newspaper in the West

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Political Campaigning is ripening

IN THE VALLEY OF THE MOON

'NOTHER NOTICE TO ADVERTISERS: We're backing down (a little) from the decision to raise our ad rates effective January 1. They'll still go up a quarter a week, but the bills will be on a monthly basis—$5 a month. So if there are five Fridays in a month (that happens four times a year) the rate will still be just $5—not $6.25.

This decision was made because it doesn't seem like the right time for a raise. And just maybe we can wring some concessions on our paper bill from the big house down in San Francisco. Anyway, rest easy. The raise will amount to very little.

The Understanding Person: One who sees things exactly as we do.

VALLEY JEWELERS, Boyes. Costume jewelry, too. Repairing.

One of our most promising young businessmen is reported to be suffering excruciatingly from an attack of gout. And certainly in his case it wasn't caused by high living.

LIONS CLUB, meeting Tuesday at Palms Inn. There'll be some spirited discussion, a number of proposals made. Come on out!

Remember Rubinoff and his violin? He used to be a real star with the old Eddie Cantor show. Then he disappeared from the headlines and the airwaves. We now learn he's making personal appearances in the midwest, and drawing enormous crowds. Wish he'd come out this way.

SONOMA MISSION INN, Boyes. Noted for splendid cuisine, its excellent bar, luxurious accommodations. Pay us a visit—soon.

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. $1.29 per year by mail, pickup free. Low advertising rate. Phone WE 8-4500.

The merchants' committee now making a study of incorporation has come up with the fact that by making ourselves into a city we could almost certainly expect reduced taxes.

We could have told 'em that 10 years ago, at which time your editor, Jim Honey and Mike Moore made an extensive study of the matter, even going to Sacramento for personal consultation with state officials. Got all the dope then, and it was all in the archives of the Valley of the Moon chamber of commerce at the time that group was somewhat strangely engulfed by the Sonoma chamber.

As an incorporated city, we'd get back from the state, in tax refunds of various kinds, on liquor and car licenses, from the county in sales taxes, from many franchise taxes, and from a police department (which is always more than self-sustaining), enough money to run the city and have as many or more municipal services than other cities of comparable size.

Of course there'll be opposition, from those who have only a superficial knowledge of the subject, but the good sense of a majority should carry such a proposal if put on a ballot.

LAZY R & T SHOP, 412 First St. East, Sonoma. A storeful of bargainsin home necessities, gifts, used tools, furniture.

Nope, we didn't win our bet on the pro-bowl game, between east annd west. But how do they explain why Baltimore is rated as a "western" team?

VALLEY OF THE MOON CLEANING PLANT, Hwy. 12, Boyes. Fast service. Free pickup. All work done on premises. WE 8-5830.

Ed Reedy, Boyes Springs tax expert and accountant, has been elected as president of the Boyes Hot Springs Merchants' association, succeeding Andy Trotto. Frank Greengrass is vice president, Lila Del Ponte secretary and Norman Montgomery treasurer.

PALMS INN, Verano. The Inskeeps are your hosts. Home of the Lions. The food is excellent, also the mixed drinks. Carl & Jerry.

Broadway cafe in Sonoma is open and doing business, under new ownership, though the formal grand opening is still a week or so in the future. Mendel Cader is now manager, and extensive remodeling has been about completed in the ancient and honorable cafe. The place has been redecorated inside and out, with a cozy dining room and lunch counter all ready for business. Drop in and get re-acquainted.

RICHFIELD SERVICE, main corner, Boyes. Best equipped station in the Valley. Bud Delaney, proprietor. S & H Stamps.

Afraid we'll have to vote for Clair Engle for U. S. senator if he goes up against Knight. The leftwing laborite "leaders" and ADAers

are against Engle mostly because he voted for the Taft-Hartley act, and that's enough in itself to swing us toward his side. Of course if Christopher should get the repub nod, then we'd have a problem.

PAUL'S OLD RANCHERO, Verano. Superior dinners, cocktails. Banquets a specialty. Music Saturdays—Paul and Buff.

Now that it's all over, we can make a complaint. The missus got us a handsome bathrobe for Christmas. But was it skimpily concocted! Instead of two low pockets and a breast pocket, it has just one low pocker (we have to fill it with a handkerchief, matches and a pencil). The cord was a skinny two-strand affair (since replaced by a sturdier old one). But it's classy looking. Come on over and we'll demonstrate.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. Time-Ex watches. Soda fountain. A super drug store.

Wonder if potholders out around the kitchen stove ever wear out? And how about silverware, or such utensils as frying pans?

MIKE & ROSE'S MARKET, Boyes. Open Friday and Saturday. Highest quality meats you'll ever find. Complete grocery dept.

Business Change: Ray (Curly) Shaft, formerly of Los Angeles, has purchased the interests of Hal Boyle in the Golden Bear club, on the highway in Kenwood. The new owner plans extensive remodeling, but will be ready for a grand opening within a very short time. The club has a large and loyal clientele.

BROADWAY CAFE, Sonoma. Mendel Cader, manager. Now! Cozy dining room, lunch counter. You'll like it here—immensely!

Now let's take a hypothetical case. Say a man living a block away has little use for us, and the feeling is mutual. We've never met. But we discuss our animosities with close friends. And perhaps lay in a supply of brickbats just in case.

Let's compare such a setup with Ike and Kruszie. If they'd get together up at say Chef Cardini's, with only an interpreter around, seated in comfortable chairs in front of the fireplace (this meeting could be almost anywhere they've got a good fireplace), and have a good meal and a drink or so of vodka or whiskey or both, we'd bet they could iron out their differences in a hurry, and everything in the neighborhood would be peaceful and quiet again.

CHEF CARDINI'S RESTAURANT, Glen Ellen. Fastidious in its meals, drinkables. Comfortable, luxurious. We cater anywhere.

Maybe you've heard this: What did Lord Godiva say to Lady Godiva when she returned from her famed unclothed ride down the streets of Coventry, England? "Gosh a'Mighty, Lady, where you been? Your horse came home two hours ago?"

EL DORADO HOTEL, Sonoma. John Merlo, prop. Complete menu, Italian foods a specialty. Friendly, western atmosphere.

Mike and Rose's market, closed for several weeks, will be open for business this week Friday and Saturday. With the same high quality of product and service on tap.

RUSTIC INN, Glen Ellen. Center of town. Last of the original 11 taverns. Jack London liked the place. It's western!

The Bill Downeys are on their leisurely way to the orient aboard a freighter. They made a similar trip four or five years ago. They'll stop at Tokyo, Manila, Hongkong, Singapore and many other places.

BANCROFT NURSERY, Sonoma. Potted plants, corsages, flowers for weddings, funerals, hospitals. We deliver—anywhere.

TV AND RADIO COMMENTARY: CBS television heads must be going completely crazy. They've discontinued Panorama Pacific, a 2-hour show which started at 7 a.m., leaving the personable "Red" Row out in the cold, and replaced it with a bunch of junk. Only Grant Holmcomb with his news commentary at 7:45 remains.

KGO radio now runs 24 hours a day, with music and news. It's a good station here, but the music is horrible, mostly rock 'n' roll.

Listened to a rather wonderful voice on radio the other morning about 5 o'clock, singing "Just Lovin' You." Then found out it was Elvis the Pelvis, for whom we've had little use. But if he or his advisors would confine him to the ballad type of music he'd go farther and last longer than with his animal antics. And his sideburns.

Another new voice that's got 'em all beat except Perry Como and Dennis Day is a fellow by the name of Vale. Listen for him.

We find little of interest on TV on Friday nights, and not much more on Wednesdays. Our best bet is Thursday when we get three solid hours of good stuff, and Monday, which is good for two hours.

MANCUSO WINES, Glen Ellen. Grower-produced. Available at every retail outlet. As good as the best, and better than most.

Local Lions (and their wives) George Karlberg, Art Stewart and Jerry Harrigan, are in San Diego right about now, attending as delegates the California-Nevada district convention. We learn a strong effort will be made to grab the next convention for either Oakland or Santa Rosa. About 3000 persons usually attend.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

IT'S FOR SALE (until March 1 without agency commission): A well built little house, batten style, newly painted, with sewers connected, in good part of Boyes, not too far from business center. Large living room, combination kitchen,dining, two bedrooms, sliding door

closets, linen closet and bath. Attached garage. Lath house (or somethin') in back yard, which is fenced. Lots of flowers, trees, etc. Asking $7,998, but make us an offer. Experts tell us it's worth $8500. 18451 Third Ave., Boyes. Phone WE 8-4500. All we can get, down! All cash would be better.

MAC DONALD'S JEWELRY, Sonoma. Expert watch-clock repair service. Watches, Rings, Bands, Jewelry, Shavers. The best, always.

FRANK'S HARDWARE, Castner Bldg., Boyes. Gardening equipment. Household appliances. Giftware. Paints. Tools. Glass.

PLANT YOU NOW—DIG YOU LATER. Just in case any reader missed it during the gay confusion of the year's end, a Texas biologist has decided that man is actually just an advanced form of plant life. It seems we date back to algae, the simplest known form of life, and are kissing cousins to seaweed.

This revelation may raise some qualms of cannibalism among vegetarians, but it should not come as a surprise to our more laconic colleagues who long have referred to some of their fellow beings as 'tomatoes," "cool cucumbers," "corny," "moldy figs," and other such herbaceous epithets. Perhaps this would even be a good time for the publishers to bring out a revised edition of "Horatio Algae, Jr."

FOUR CORNERS CAFE, So. Broadway. The finest pizzas, 12 varieties. Imported and domestic beer and wines. Drop in—soon.

Grinstead will oppose Dal Poggetto for the Valley judgeship in this year's elections. And Carson Mitchell seeks reelection as supervisor. Mel Larson will oppose him. Oscar Larson's plans for running for U. S. congressman on the republican ticket have been postponed as a result of a Ukiah endorsing meeting, which made no choice among about five potential candidates. Looks like an interesting campaign year.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

BATES & EVANS, Funeral Directors. 691 Broadway, Sonoma. Sonoma Valley's Pioneer Funeral Service firm. Serving families of all faiths since 1879. WEbster 8-2686.

AND IT'S A FAIRLY GOOD CASE

Dear Mr. Little:

Reference top of page 3, Moonbeams of December 13. The old building was remodeled in 1953 at a cost of $144,000. If this building had been replaced, the cost to the taxpayers would have been at least $600,000. It is a better building now than it was originally in 1922.

If this building had not been remodeled, the state would have

ordered its abandonment—in fact, it was only through the insistence of the board, administrator, and careful designing by the architect that the building was saved.

The present high school site contains 30 acres. If necessary 2000 could be cared for; however, I would hate to be around then. The site is more than adequate for 1200 students.

JOHN L. GLAESE
District Superintendent

GLEN ELLEN LIQUOR STORE. "Slim" Wallace. On Arnold Drive. Varied stock—wines, beer, whiskies, liquors.

BUD'S GARAGE, corner Railroad & Cherry Sts. Guaranteed finest workmanship. Chevron Service Station. Phone WE 8-3971.

A 10-year-old, writing a composition on manners, began his essay like this: "I have good manners. I say good night and good morning, and when I see dead things lying around the house I bury them."

R. A. "BOB" MILLER — "Yours for Life"
Insurance Exclusively Next to Telephone Co., Sonoma

PLAZA LIQUORS (next to B of A, Sonoma). Off-sale liquor, wine, beer, soft drinks. Hors d'ouvres. Pizzas. Party favors. Novelties.

There had been an accident. It was the usual thing—a college student's convertible had collided head-on with the farmer's model A.

"Well," said the farmer, surveying the damage, "we may as well have a drink and wait for the police to arrive."

The two stepped into a nearby tavern, and the student nervously downed a stiff one.

"Aren't you going to drink yours?" he asked.

"Don't believe I will," said the farmer calmly, "not until the police have had a chance to check up."

SONOMA MILL & LUMBER CO., Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

BOYES SPRINGS FOOD CENTER. Quality foods in all departments, and at lowest prices. Take-out beverages. One-stop market.

Mother: "Now, junior, be a good boy and say 'Ah-h-h' so the doctor can get his finger out of your mouth."

LEE'S CHUCK WAGON, Sonoma highway. Prime ribs. Charcoal broiled steaks. Salad bar. Finest mixed drinks in western style.

MISSION CHAPEL MORTUARY, Funeral Directors, Sonoma. James and Jack Bisso. Only home-owned and operated mortuary serving Sonoma Valley families. WE 8-3357.

You needn't worry about avoiding temptation as you grow older; that's when it starts avoiding you.

JIM'S MEATS, at Boyes Springs Food Center. Highest quality meats, cut the way you like. Fresh poultry. Delicatessen dept.

President Lincoln was once taken to task for his attitude toward his enemies.

"Why do you try to make friends of them? You know they will only be traitors. You should try to destroy them."

"Am I not destroying my enemies," Lincoln gently replied, "when I make them my friends? And a friend is never a traitor."

GOLDEN GATE RUBBER STAMP SHOP, 18995 Carriger Road. WE 8-4160. 8-hour service. All work guaranteed. Call us.

JOHN'S SEWING MACHINE SHOP. New location—18375 Hiway 12. Repairs, service, parts, all makes. Vacuum experts. WE 8-8152.

B & L LAUNDROMAT, on hiway, Fetters. Save time and money —wash, dry, iron, right here. Especially during the cold season.

OUR RESORT, El Verano. Home of draft beer, and the Stein Club. Harvey and Melina will serve you. Friendly atmosphere.

"About your Pyramid club mathematics and bean collecting yarn," writes a volunteer to the Oakland Tribune's Knave, "you've borrowed an old chestnut about the blacksmith and the farmer.

"The blacksmith gets the farmer to agree he'll pay for shoeing his horse—four shoes, eight nails per shoe—charging 1 cent for the first nail, 2 for the second, 4 for the third, 8 for the fourth, and so on.

"The first shoe costs farmer only $2.45, the second one's a little higher, $682.80. The third one figures out at $177,916.80—and the blacksmith already has the horse, the farm and everything the farmer owns or ever hopes to own, without even computing the high-priced fourth shoe.

"These Pyramid clubs would never get started if people would just figure out the impossibility of doubling the demand for new players and more money with each succeeding step."

Remember the chain letter vogue along in the 30s? We got into one and got our money back, but that was all. Only the early joiners or the starters ever got much of anything out of them.

MENDEL'S CAFE, Boyes Plaza. "Finest eats in town" they tell us. Steaks, seafood, Spanish dishes. Cocktail bar. Drop in.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Superior quality always. Most dealers have 'em.

Real Gone Lexicon. A high school student sends in a lexicon of campus slanguage so we aging types won't get out of touch. Work these hep bits in around the pad and give the kids a blast, but bug 'em and they'll dig you for a grub.

Here's the list: Cut out—to leave; bug out—to go; split the seams

—leave in a hurry; riot—lot of fun; blast—lot of fun, loudly; cherry—something good; cool it—be careful; dig—understand; pad—house; scarf up—to eat; chick—cute girl; grub—unusual person—bugs me—annoys me; bomb—car; square—not hep; tough—looks good.

DENNY'S COG CLUB, Boyes. Gathering place for sportsmen—fishermen, hunters, football and baseball fans. Congenial always.

SLEEPING ROOMS in private home. Clean and quiet. 27 Patten St., Sonoma. Phone WE 8-2553. 6-21

January is pruning time and dormant spray time. Check with your nurseryman on all-purpose winter sprays. It's also bare root time. Buy roses now in their most economical form, also time to get fruit and ornamental trees in bare root stock.

Dwarf fruit trees now available include apple, apricot, cherry, peach, plum and pear. Supplies of these popular dwarf trees are not always too extensive. You can also get bare root varieties of walnut, persimmon and almond.

It isn't too late for sweet peas—they like to sprout and get their initial growth while the weather is still cool. The young sweet peas love both fog and rain.

ELECTRONIC DRIVE-IN— TV and Radio—Specializing in Auto Radio. 736 West Napa St., Sonoma. Kraft and Castori. WE 8-4839.

SONOMA GROVE, Hiway 12 south of Boyes. Finest food and drinkables, homelike atmosphere. Italian foods, too. Seafood.

A PROGRAM FOR THE SPRINGS AREA

Solution of the water problem by building a series of dams on Sonoma river to conserve water, prevent floods, and for recreation.

Traffic and parking control in the entire area.

Complete citywide paving, curbing, and sidewalks.

A bridge across Sonoma river, connecting Craig and Thompson.

Roadside turnout parks (we're 20 years behind) thruout the Valley.

Procuring of rural delivery and carrier service, from Boyes postoffice.

More facilities, use, and suitable names for local Recreation District parks.

A suitable name for the area, preliminary to incorporation as a city.

A name for Highway 12 suitable for our new city.

A local chamber of commerce, devoted to Springs area promotion.

A bank of our own.

Moonbeams is dedicated to the accomplishment of these aims. Maybe more will be added in the months to come. We can't do it ourselves, but with community cooperation they will be done!

SONOMA GOLF & COUNTRY CLUB, Arnold Drive. Finest food always. Try our Clown Room. Henry Goulette, manager.

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